

ADVERTISING RESULTS STORIES ARE NOT UNCOMMON HERE!

 W. T. GRANT COMPANY

MR. DONOVAN RANKIN
ADVERTISING SALES
PRESS-HERALD AND PRESS-JOURNAL
3238 W. SEPULVEDA BLVD., TORRANCE

DEAR MR. RANKIN

On various occasions in our weekly advertising program, we use some coupon specials. We thought you would like to know the results of some of those sales.

We feel the results were outstanding, due to proper merchandising combined with these fine newspapers' readership acceptance and coverage. Here is the count for three of our ads:

Ad of January 10th.....	Total Coupon Count: 2,536
Ad of February 21st.....	Total Coupon Count: 1,388
Ad of July 3rd.....	Total Coupon Count: 1,079

We don't have to test your papers' effectiveness with coupons. Coupons mean bargains at Grants, and your readers really react to bargains!

AL BROCKMIRE
Manager, W. T. Grants
Carson Shopping Center

"Results were outstanding due to proper merchandising combined with this fine newspaper's readership acceptance and coverage!"

"We don't have to test your paper's effectiveness with coupons . . . coupons mean bargains and your readers really react to bargains!"

THE ABOVE STATEMENTS ARE EXCERPTS FROM THIS LETTER . . . ATTESTING TO THE FACT THAT TO PRESS-HERALD AND PRESS-JOURNAL ADVERTISERS . . .

**OUTSTANDING
RESPONSE
IS NOT UNUSUAL!**

and it's all because of

**OUTSTANDING
READER
ACCEPTANCE!**

IT'S TIME FOR YOUR BUSINESS FIRM TO TAKE ADVANTAGE OF THIS MASS CIRCULATION . . . FAR MORE EFFECTIVE COVERAGE THAN ANY OTHER PUBLICATION IN THESE IMPORTANT AREAS!

Press-Herald

Serving the Residents and Businesses in:

★ TORRANCE ★ LOMITA ★ HARBOR CITY

DA 5-6060

Press-Journal Harbor Mail

Serving the Residents and Businesses in:

★ CARSON ★ WILMINGTON ★ DOMINGUEZ

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